

ABSTRACT

The present invention relates to a technique for masking unpleasant odor (off-flavor) generated from a food or beverage. One embodiment of the present invention provides an unpleasant odor (off-flavor) suppressing agent, a fragrance composition, a food or beverage in which an unpleasant odor (off-flavor) is masked, a production method of the food or beverage, and a method for masking an unpleasant odor (off-flavor). The present invention makes it possible to suppress an unpleasant odor (off-flavor) of a food or beverage by using, as active ingredient, one or more selected from the group consisting of oleic acid, β -damascenone, 4-methyl-2-phenyl-2-pentenal, menthyl 3-hydroxybutyrate, dimethyl benzyl carbinyl butyrate and methyl 4-tert-butyl phenylacetate.